

ORDER

KLAS

Orders
Order / Rev: 36984
Alt Order #: 08843471
Product Desc: HELLER/SENATE/REP
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller, Dean R-USS
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	61	\$35,855.00	\$30,476.75
10/29/12	10/30/12	30	\$16,125.00	\$13,706.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$35,855.00	\$30,476.75	0.00
November 2012	30	\$16,125.00	\$13,706.25	0.00
Totals	91	\$51,980.00	\$44,183.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$51,980.00
Market	100%	\$173,266.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$43,316.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,663.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/26/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--			2			\$225.00		0.00			
E 2	8	10/29/12	10/30/12		CM	5-6a	MT-----	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00

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 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5a M-F															
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$225.00		0.00			
E 3	8	10/24/12	10/26/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	3	\$275.00	LV2	0.00	NM	3	\$825.00
8 News Now 6a M-F															
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$275.00		0.00			
E 4	8	10/29/12	10/30/12	8 News Now 6a M-F	CM	6-7a	MT-----	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
8 News Now 6a M-F															
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$275.00		0.00			
E 5	8	10/24/12	10/26/12	CBS This Morning 7-9a	CM	7-9a	--WTF--	:30	5	\$200.00	LV2	0.00	NM	5	\$1,000.00
CBS This Morning															
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					5	\$200.00		0.00			
E 6	8	10/29/12	10/30/12	CBS This Morning 7-9a	CM	7-9a	MT-----	:30	3	\$200.00	LV2	0.00	NM	3	\$600.00
CBS This Morning															
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					3	\$200.00		0.00			
E 7	8	10/24/12	10/26/12	Live w/Kelly	CM	9-10a	--WTF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
Live With Regis & Kelly															
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					2	\$275.00		0.00			
E 8	8	10/29/12	10/30/12	Live w/Kelly	CM	9-10a	MT-----	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
Live With Regis & Kelly															
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$275.00		0.00			
E 9	8	10/24/12	10/26/12	Price Is Right	CM	10-11a	--WTF--	:30	3	\$450.00	LV2	0.00	NM	3	\$1,350.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$450.00		0.00			
E 10	8	10/29/12	10/30/12	Price Is Right	CM	10-11a	MT-----	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					1	\$450.00		0.00			
E 11	8	10/24/12	10/26/12	Y&R	CM	11a-12p	--WTF--	:30	2	\$550.00	LV2	0.00	NM	2	\$1,100.00
Young & Restless															
Y&R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					2	\$550.00		0.00			
E 12	8	10/29/12	10/30/12	Y&R	CM	11a-12p	MT-----	:30	2	\$550.00	LV2	0.00	NM	2	\$1,100.00
Young & Restless															
Y&R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$550.00		0.00			
E 13	8	10/24/12	10/26/12	8 News Now Noon M-F	CM	12-1230p	--WTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
8 News Now Noon M-F															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					2	\$325.00		0.00			
E 14	8	10/29/12	10/30/12		CM	12-1230p	MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now Noon M-F 8 News Now Noon M-F NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$325.00 0.00														
E 15	8	10/24/12	10/26/12	Ellen Ellen	CM	3-4p --WTF--	:30	3	\$425.00	LV2	0.00	NM	3	\$1,275.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$425.00 0.00														
E 16	8	10/29/12	10/30/12	Ellen Ellen	CM	3-4p MT-----	:30	2	\$425.00	LV2	0.00	NM	2	\$850.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$425.00 0.00														
E 17	8	10/24/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p --WTF--	:30	3	\$450.00	LV2	0.00	NM	3	\$1,350.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$450.00 0.00														
E 18	8	10/29/12	10/30/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MT-----	:30	2	\$450.00	LV2	0.00	NM	2	\$900.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$450.00 0.00														
E 19	8	10/24/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --WTF--	:30	6	\$1,250.00	LV2	0.00	NM	6	\$7,500.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 6 \$1,250.00 0.00														
E 20	8	10/29/12	10/30/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MT-----	:30	4	\$1,250.00	LV2	0.00	NM	4	\$5,000.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 4 \$1,250.00 0.00														
E 21	8	10/24/12	10/26/12	630-7p Inside Edition Inside Edition	CM	630-7p --WTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$325.00 0.00														
E 22	8	10/29/12	10/30/12	630-7p Inside Edition Inside Edition	CM	630-7p MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$325.00 0.00														
E 23	8	10/24/12	10/26/12	7-8p Rotator 7-8p Rotator	CM	7-8p --WTF--	:30	3	\$325.00	LV2	0.00	NM	3	\$975.00
ET/INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$325.00 0.00														
E 24	8	10/29/12	10/30/12	7-8p Rotator 7-8p Rotator	CM	7-8p MT-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
ET/INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 1 \$325.00 0.00														
E 25	8	10/24/12	10/26/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p --WTF--	:30	3	\$600.00	LV2	0.00	NM	3	\$1,800.00
11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$600.00 0.00														
E 26	8	10/29/12	10/30/12		CM	11-1135p MT-----	:30	2	\$600.00	LV2	0.00	NM	2	\$1,200.00

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 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 11p M-F 8 News Now 11p M-F 11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$600.00 0.00														
E 27	8	10/24/12	10/26/12	Letterman Letterman	CM	1135p-1237a --WTF--	:30	3	\$275.00	LV2	0.00	NM	3	\$825.00
LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$275.00 0.00														
E 28	8	10/29/12	10/30/12	Letterman Letterman	CM	1135p-1237a MT-----	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$275.00 0.00														
E 29	8	10/30/12	10/30/12	Tue 8-9p NCIS	CM	8-9p -T-----	:30	1	\$2,300.00	LV2	0.00	NM	1	\$2,300.00
NCIS-C//NCIS:L <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,300.00 0.00														
E 30	8	10/24/12	10/24/12	Wed 8-9p Survivor: Philippines	CM	8-9p --W----	:30	1	\$2,500.00	LV2	0.00	NM	1	\$2,500.00
CRIMINAL MINDS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,500.00 0.00														
E 31	8	10/25/12	10/25/12	Thu 10-11p Elementary	CM	10-11p ---T---	:30	1	\$2,500.00	LV2	0.00	NM	1	\$2,500.00
PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,500.00 0.00														
E 32	8	10/26/12	10/26/12	Fri 10-11p Blue Bloods	CM	10-11p ----F--	:30	1	\$1,600.00	LV2	0.00	NM	1	\$1,600.00
BLUE BLOODS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,600.00 0.00														
E 33	8	10/27/12	10/28/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P -----SS	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
11P NEWS WKND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----SS 2 \$350.00 0.00														
E 34	8	10/27/12	10/27/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00
CBS SAT AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$95.00 0.00														
E 35	8	10/27/12	10/27/12	NCAA Football NCAA College Football	CM	NCAA College Foo-----S- (12:30 PM-4:00 PM)	:30	1	\$250.00	LV2	0.00	NM	1	\$250.00
SEC FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$250.00 0.00														
E 36	8	10/27/12	10/27/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
5P NEWS SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$225.00 0.00														
E 37	8	10/27/12	10/27/12	Sat 10-11p 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
48HRS MYSTERY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$850.00 0.00														
E 38	8	10/28/12	10/28/12		CM	5-6a -----S	:30	1	\$85.00	LV2	0.00	NM	1	\$85.00

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Eye on Wash/Wall St Jou										
				Eye On Wash/Wall St Jrnl										
				EYE WASH/WSJ										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$85.00		0.00				
E 39	8	10/28/12	10/28/12	8 News Now Sun AM #CM		8 News Now Sun A-----S	:30	1	\$150.00	LV2	0.00	NM	1	\$150.00
				8 News Now Sun AM #1										
				6A NEWS SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$150.00		0.00				
E 40	8	10/28/12	10/28/12	CBS News Sunday MornCM		CBS Sunday Morni-----S	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
				CBS News Sunday Morning										
				CBS SUN AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$350.00		0.00				
E 41	8	10/28/12	10/28/12	8 News Now Sun AM #2CM		8 News Now Sun A-----S	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
				8 News Now Sun AM #2										
				8A NEWS SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$350.00		0.00				
E 42	8	10/28/12	10/28/12	Face The Nation	CM	Face The Nation -----S	:30	1	\$400.00	LV2	0.00	NM	1	\$400.00
				Face The Nation										
				FACE THE NATION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$400.00		0.00				
E 43	8	10/28/12	10/28/12	Politics Now S Sebelius CM		Various -----S	:30	1	\$175.00	LV2	0.00	NM	1	\$175.00
				Politics Now S Sebelius		(9:30 AM-10:00 AM)								
				930A NEWS SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$175.00		0.00				
E 44	8	10/28/12	10/28/12	NFL Reg Season GameCM		NFL Football Reg. -----S	:30	1	\$1,800.00	LV2	0.00	NM	1	\$1,800.00
				NFL Football Reg. Season		(10:00 AM-1:00 PM)								
				NFL 10A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$1,800.00		0.00				
E 45	8	10/28/12	10/28/12	NFL Reg Season GameCM		NFL Football Reg. -----S	:30	1	\$1,800.00	LV2	0.00	NM	1	\$1,800.00
				NFL Football Reg. Season		(1:00 PM-4:00 PM)								
				NFL 1P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$1,800.00		0.00				
E 46	8	10/28/12	10/28/12	8 News Now Sun 5-7p CM		5-7p -----S	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
				8 News Now Sun 5-7p										
				5P NEWS SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$225.00		0.00				
E 47	8	10/28/12	10/28/12	Sun 7-8p	CM	7-8p -----S	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00
				60 Minutes										
				60 MIN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$1,500.00		0.00				
											Totals	91	\$51,980.00	